

Imperial[®]

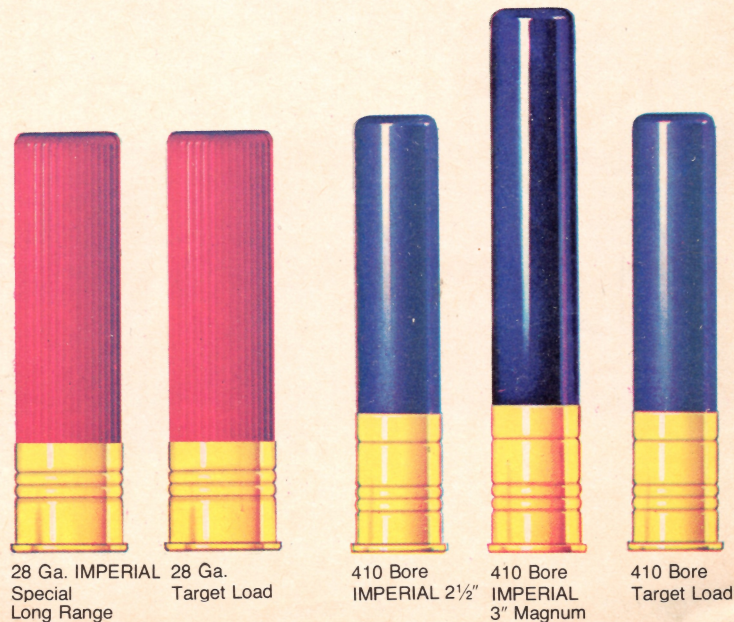
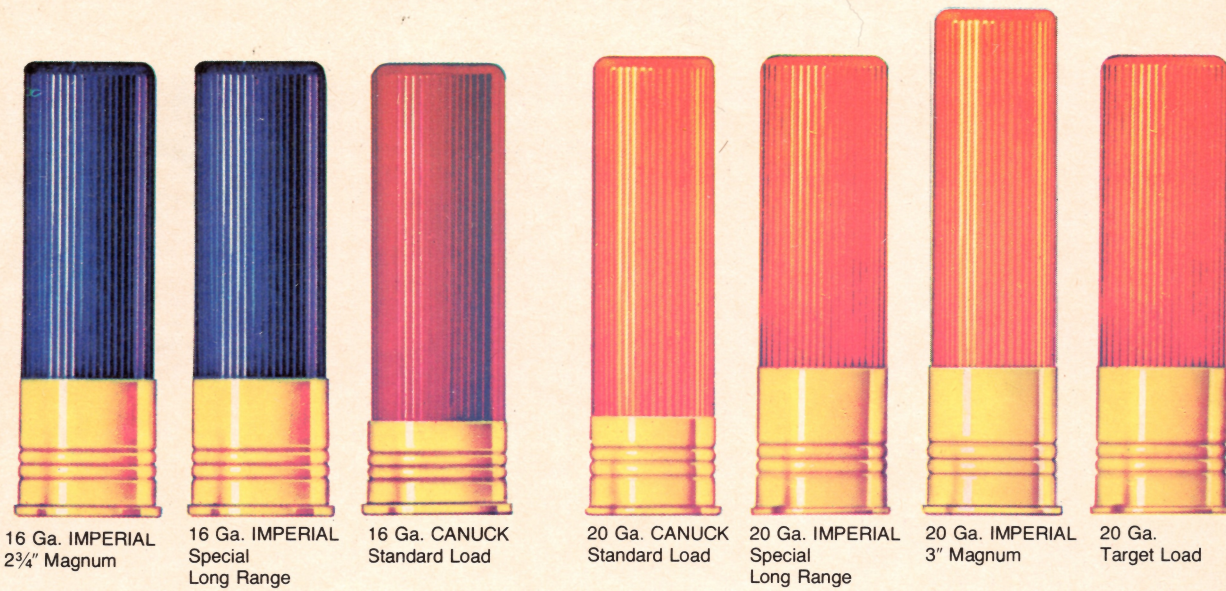
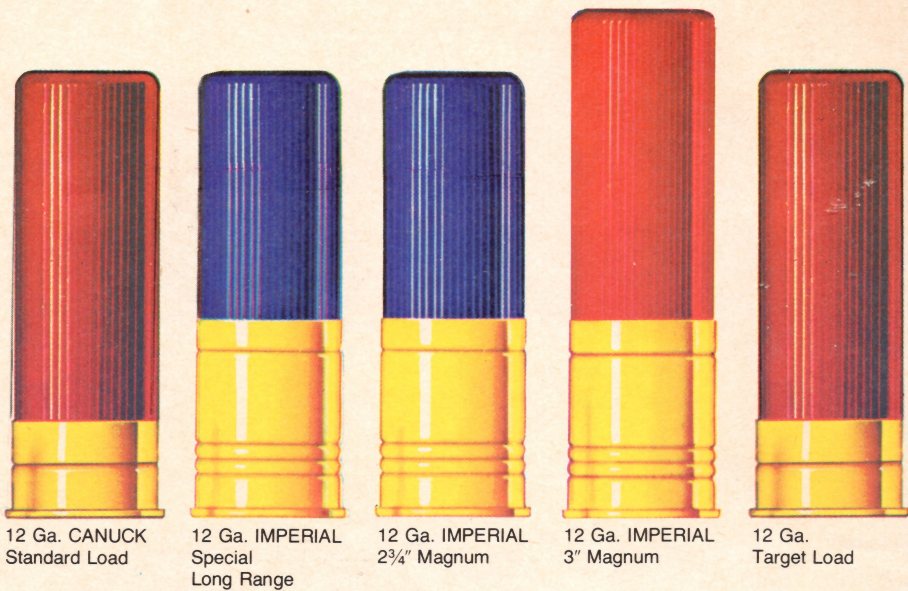


IMPERIAL AMMUNITION DIVISION
Valcartier Industries Inc.



Ammunition Catalogue 1977

Imperial® The complete shotshell line.



The people of IMPERIAL AMMUNITION are specialists with decades of extensive experience in manufacturing ammunition for sportsmen, law enforcement agencies, and Canadian military use. The IMPERIAL or CANUCK name on ammunition is your guarantee of excellent value, consistent accuracy, and dependable all-weather performance in the field or on the target range.

Consistent performance and accuracy of ammunition doesn't just happen, it's built into every single cartridge through careful selection of metals, plastics, powders and other materials, excellent workmanship in the hundred plus operations, strict adherence to rigid quality standards throughout manufacturing and constant dedication to technical improvement to ensure our product warrants your confidence as "Canada's First Choice".

Imperial® shotshells

There's a shotshell in the IMPERIAL ammunition line for every kind of shotgun shooting, whether it's long-range waterfowl, snap-shots at grouse in the brush, or clay target Skeet and Trap shooting.



Imperial® Shot Shells

Gauge	Brand	Code	Shell Length in ins. (a)	Drams equiv.	Shott [†] oz.	Shot sizes
Imperial® Special Long Range						
12	'Imperial' Special Long Range*	IL	2¾	Max.	1¼	BB, 2, 4, 5, 6, 7½
16	'Imperial' Special Long Range*	IT	2¾	Max.	1½	2, 4, 5, 6, 7½
20	'Imperial' Special Long Range*	IM	2¾	Max.	1	2, 4, 5, 6, 7½
28	'Imperial' Special Long Range*	IZ	2¾	Max.	¾	4, 6, 7½
410 bore	'Imperial' Special Long Range (P)	IR	2½	Max.	½	4, 5, 6, 7½
'Imperial' Magnum						
12	'Imperial' Magnum*	PX	3	Max.	1⅞	BB, 2, 4, 6
12	'Imperial' Magnum*	IP	3	Max.	1⅝	BB, 2, 4, 5, 6
12	'Imperial' Magnum*	LX	2¾	Max.	1½	BB, 2, 4, 5, 6
16	'Imperial' Magnum*	TX	2¾	Max.	1¼	4
20	'Imperial' Magnum*	IH	3	Max.	1¼	4, 6, 7½
410 bore	'Imperial' Magnum (P)	IQ	3	Max.	1¼	4, 5, 6, 7½
Buck Shot Loads						
12	'Imperial' Special Long Range	IL	2¾	Max.	34 (b)	AAA — 4 Buck
12	'Imperial' Special Long Range	IL	2¾	Max.	12 (b)	SSG — 0 Buck
12	'Imperial' Magnum	LX	2¾	Max.	12 (b)	Special SSG — 00 Buck
12	'Imperial' Magnum	PX	3	Max.	15 (b)	Special SSG — 00 Buck
16	'Imperial' Special Long Range	IT	2¾	Max.	12 (b)	SG — 1 Buck
20	'Imperial' Special Long Range	IM	2¾	Max.	20 (b)	AAAA — 3 Buck
Poly-Kor Slug Loads						
12	'Imperial' Special Long Range	IL	2¾	Max.	7½	Stabilized Slug
Rifled Slug Loads						
16	'Imperial' Special Long Range	IT	2¾	Max.	4½	Rifled Slug
20	'Imperial' Special Long Range	IM	2¾	Max.	5½	Rifled Slug
410 bore	'Imperial' Special Long Range (P)	IR	2½	Max.	1½	Rifled Slug
Canuck®						
12	'Canuck' Standard*	DA	2¾	3¼	1⅝	4, 5, 6, 7½
16	'Canuck' Standard*	DT	2¾	2¾	1	4, 5, 6, 7½
20	'Canuck' Standard*	DM	2¾	2½	7½	4, 5, 6, 7½
Target Loads						
12	Target Load*	JX	2¾	3	1⅝	7½, 8, 9
12	Target Load*	JX	2¾	2¾	1⅝	7½, 8, 9
12	Target Load*	JXI	2¾	3¼	1⅝	7½, 8, 9
20	Target Load*	JM	2¾	—	7½	9
28	Target Load*	JZ	2¾	—	¾	9
410 bore	Target Load (P)	JR	2½	—	½	9

(P) Paper.

*Dynawad®

(a) Shotshell length = full length of shell when crimp has been opened out. Do not use a shell longer than the chamber of your gun.

(b) Number of pellets by actual count.

(c) 'Poly-Kor' Slug Loads, Rifled Slug Loads and Buckshot Loads are packed 5 to a box and 500 to a case. All other shotshells are packed 25 to a box and 500 to a case.

†Shot charge weight is approximate.

Each type of load is designed and manufactured with a carefully balanced charge to produce the optimum combination of velocity and pattern at the target.

One reason for the exceptionally uniform performance of IMPERIAL, CANUCK, and Target Load shotshells is the highly efficient DYNAWAD plastic wad system. The DYNAWAD incorporates two gas seals, one at the bottom of the wad column and a second on the light, tough shot protector. These seals ensure all of the powder gas pressure is properly controlled to propel the shot charge, while the shot protector shields the pellets against damage in the barrel and concentrates them into a uniform pattern.

The DYNAWAD isn't the only reason IMPERIAL shotshells perform consistently. Every one is made from material that's been selected to give the best possible results when formed into components developed through extensive research. Continual checking with modern scientific equipment ensures that all specifications are maintained right from the raw material stage through to the finished shotshell.

Good shooting demands ammunition that can be counted on, shot after shot, under all conditions. IMPERIAL, CANUCK or Target Load shotshells will deliver the performance you need, whatever your target.

Imperial® shotshells

IMPERIAL special long range. For waterfowl and long range upland game. Speed, power and long reach.

IMPERIAL 2¾" magnum. 20% more shot, denser more effective patterns on high flying ducks and geese.

IMPERIAL 3" magnum. Maximum shot charge and high velocity for extra reaching power.

Standard shot sizes

Standard shot sizes		Pellet Dia. ins.	Pellets per oz.	Buck shot sizes		Pellet dia. ins.	Pellets per oz.	U.S. equiv.
9	●	.080	585	AAA	●	.22	27	4 Buck
8	●	.090	410	AAAA	●	.25	19	3 Buck
7½	●	.095	350					
6	●	.110	225	SG	●	.30	11	1 Buck
5	●	.120	170	SSG	●	.32	9	0 Buck
4	●	.130	135					
2	●	.150	90	Spec. SSG	●	.33	8	00 Buck
BB	●	.180	55					

Illustration, diameter and number of pellets per ounce are approximate.

Recommended shot sizes

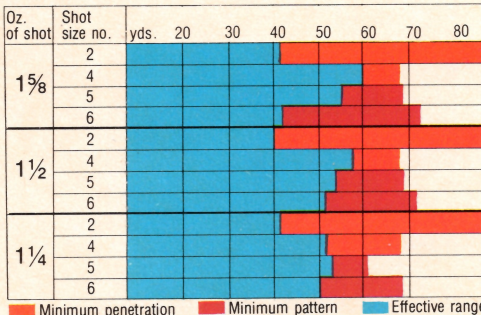
Foxes	BB			Upland Game Birds	8	7½	6
Jack Rabbits	4	2	BB	Snipe, Woodcock	9	8	7½
Ducks, Rabbits	6	5	4	Crows	7½	6	
Geese	4	2	BB	Clay Targets	9	8	7½

Effective range of shotshells

The effective range of a shot charge is the lesser of the range of minimum penetration or the range of minimum pattern.

Referring to the chart, the shaded area shows the effective range of various loads. Note that the minimum pattern of Nos. 2 and 4 shot is the factor governing effective range while minimum penetration is the governing factor with Nos. 5 and 6 shot.

The yardages shown are approximate for long range shotshells.

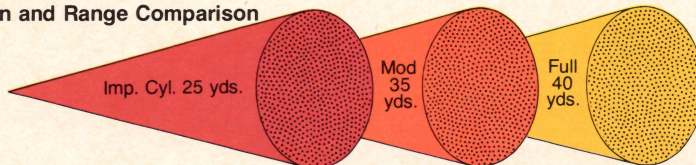


Shotgun chokes pattern & range

Average percentage of shot charge in 30" at 40 yds.

Choke	%
Full	65-75
Modified	55-65
Imp. Cyl.	45-55

Pattern and Range Comparison



'Imperial' rifled and 'poly-kor' slug shotshells

Gauge and type	Weight † Ounces	Velocity Feet * per Second		Energy * Ft. Lbs.		Mid-range trajectory	
		Muzzle	100 Yds	Muzzle	100 Yds	50 Yds	100 Yds
'Poly-Kor' 12 ga.	7/8	1600	950	2485	875	0.6"	3.1"
Rifled Slugs 16 ga.	4/5	1600	950	2175	765	0.6"	3.1"
20 ga.	5/8	1600	950	1555	550	0.6"	3.1"
410 (Bore)	1/5	1830	1025	650	205	0.4"	2.5"

*See ballistics page seven

†Weight is approximate

Imperial® 22 rimfire cartridges

The little “twenty-two” calibre rimfire cartridge seems to be a simple, uncomplicated product, yet it’s a highly specialized type of ammunition requiring just as much care and attention in manufacture as do the much more powerful centrefire rifle cartridges and shotshells. Too, there’s probably been more research effort directed towards the “twenty-two” over the years of its existence than any other cartridge, with the result it now heads the accuracy list.

High accuracy, low firing report, negligible recoil, and modest cost, all contribute to the “twenty-two’s” popularity. There’s a variety of types available as well, which allows the selection of a cartridge for a particular use whether it be target shooting, small game hunting, or plinking.

The IMPERIAL Target cartridge in Long Rifle type is specially manufactured to meet the requirements of target shooting with either rifles or pistols. The case, bullet, powder and priming are all designed for reliable functioning and high accuracy in target firearms. Standard level bullet velocity is carefully maintained within narrow limits for minimum variation from shot to shot, lessened wind effect, and uniform trajectory. A precisely shaped bullet with copper plating and unique lubricant aids in cartridge chambering especially in auto-loading pistols, reduces friction and fouling, and as a bonus, is particularly clean to handle.

IMPERIAL High Velocity ammunition available in Short, Long, and Long Rifle types is ideal for plinking, general target shooting, and small game. Use of the Hollow-Point bullet in Long Rifle is recommended for small game and pests where maximum impact is needed.

All IMPERIAL rimfire cartridges, whether standard velocity Target or High Velocity brands, are made to perform accurately and powerfully. You can see they’re not just ordinary “twenty-two’s”. By the way they’re packaged in the convenient “Tip-Pak” that protects the ammunition, yet makes it instantly available.

Ballistics *	Bullet		Velocity * Feet per Second		Energy* Foot-Lbs.	Mid-Range Trajectory in inches for range of 100 Yds.
	Type (lead)	Weight Grains	Muzzle	100 Yards	Muzzle	
22 Long Rifle 'Imperial' Target	Solid Plated	40	1150	976	117	4.0
22 Short 'Imperial'	Solid Plated	29	1095	903	77	4.5
22 Long 'Imperial'	Solid Plated	29	1240	962	99	3.9
22 Long Rifle 'Imperial'	Solid Plated	40	1255	1017	140	3.6
22 Long Rifle 'Imperial' Hollow Point	Hollow Point Plated	36	1280	1010	131	3.5

*See ballistics page seven

22 Long Rifle

The most popular “Twenty-two”; for best performance and highest accuracy when shooting small game, pests or targets.

“High Velocity” ammunition available with either 40 grain solid or 36 grain Hollow Point bullet.

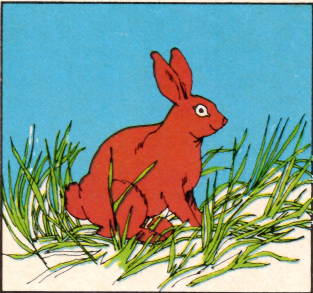
“Target” cartridges are loaded to standard velocity, with a 40 grain solid bullet.

22 Long

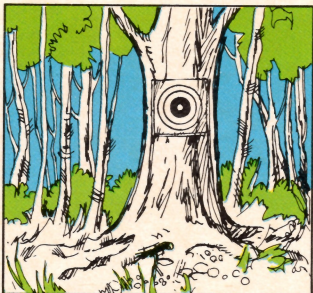
Combines a Long Rifle case and Short bullet at high velocity. Particularly suitable for plinking with firearms having Long Rifle chambers.

22 Short

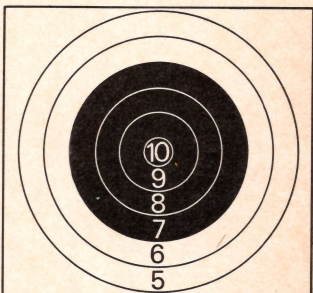
Shorter case and 29 grain bullet. Can be used in firearms with Long Rifle chambers, but best performance is obtained from firearms specially made for the Short cartridge.



Small game and varmints
Use IMPERIAL High Velocity
22's
22 Long Rifle Hollow Point

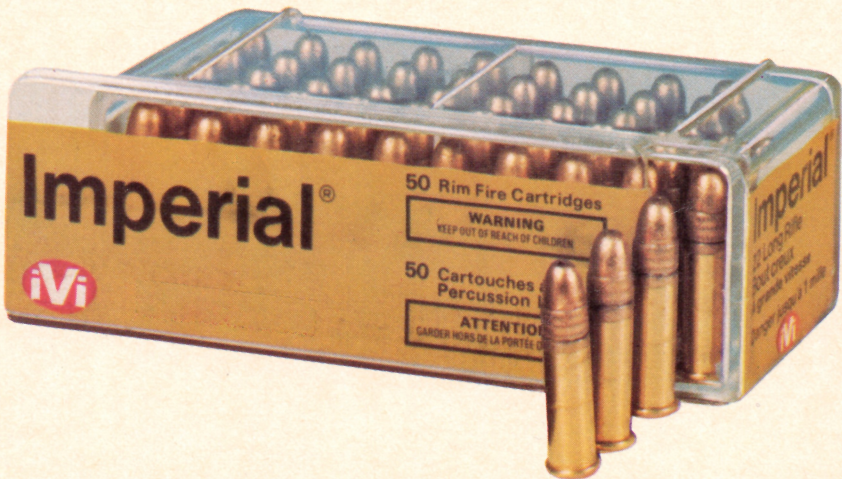


**General target shooting
and plinking**
Use IMPERIAL High Velocity
22's
22 Short, 22 Long or 22 Long
Rifle



**Competitive target
shooting**
Use IMPERIAL Target 22's
Target Velocity — special
lower velocity, maintained to a
constant level, minimizes wind
effect, reduces recoil, and
provides superior accuracy
with rifles and handguns.

*in the
exclusive “Tip-Pak”*



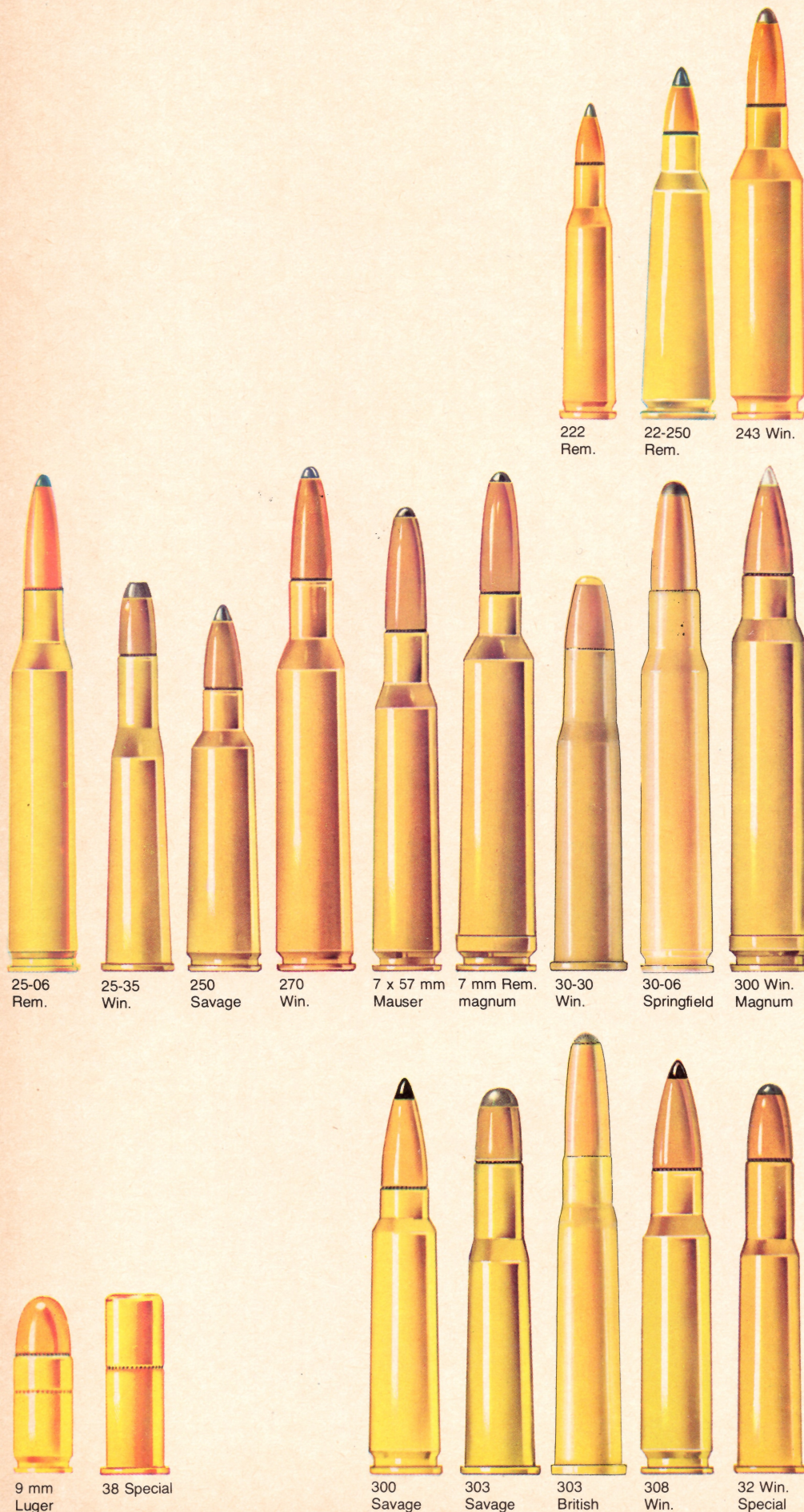
Imperial® centrefire cartridges

When hunting game animals or varmints, the ammunition you use has to be accurate and deliver the shocking power that comes from balanced velocity and bullet expansion. It has to function properly in your rifle too, no matter what the make or type of action.

The bullet is often considered the most important single part of a rifle cartridge, because the way it performs decides the success of a shot. Bullet design and construction must be suited to the particular kind of conditions and shooting distances; whether shots will be taken close which generally calls for a heavy, tough bullet; or if long ranges are the rule a lighter, pointed shape bullet is needed to retain velocity and flatten trajectory.

Three IMPERIAL bullets that have been proven through use are the "Kling-Kor", "Sabretip" and Pointed Soft Point.

Expansion of the "Kling-Kor" Soft Point is controlled even on short range shots, hidden notches in the bullet jacked lock in the lead core to ensure greater weight retention for deep penetration with the bullet mushroomed to maximum diameter.



Ballistics

Description	Bullet †		Velocity in Feet per		
	Wt. in Grains	Type	Muzzle	100 Yds.	200 Yds.
222 Rem.	50	PSP	3140	2602	2123
22-250 Rem.	55	PSP	3730	3180	2655
243 Win.	75	PSP	3440	3005	2610
	100	PSP	2960	2697	2449
25-06 Rem.	120	PSP	3050	2786	2538
25-35 Win.	117	SP	2270	1902	1576
250 Savage	100	PSP	2820	2467	2140
270 Win.	130	PSP	3110	2823	2554
	130	ST	3110	2823	2554
	160	KKSP	2710	2448	2200
7 x 57 mm Mauser For rifles designated or 7 x 57.	139	PSP	2660	2380	2117
	160	KKSP	2520	2213	1928
7 mm Rem. Mag.	175	SP	2860	2528	2219
30-30 Win.	150	KKSP	2390	2018	1684
	150	ST	2390	2018	1684
	170	KKSP	2200	1895	1619
	170	ST	2200	1895	1619
30-06 Springfield	150	PSP	2910	2617	2342
	150	ST	2910	2617	2342
	180	KKSP	2700	2348	2023
	180	ST	2700	2469	2250
300 Win. Magnum*	180	ST	3000	2783	2577
300 Savage	150	PSP	2630	2354	2095
	150	ST	2630	2354	2095
	180	KKSP	2350	2025	1728
303 Savage	190	KKSP	1940	1657	1410
303 British	150	PSP	2700	2407	2132
	150	ST	2700	2407	2132
	180	KKSP	2520	2180	1867
	180	ST	2520	2290	2012
	215	KKSP	2170	1899	1652
308 Win.	150	PSP	2820	2532	2263
	150	ST	2820	2532	2263
	180	KKSP	2620	2259	1928
	180	ST	2620	2393	2178
32 Win. Special	170	KKSP	2250	1921	1626

You want to make every rifle shot count. That's why it pays to buy IMPERIAL, the ammunition made by specialists.

ST	KKSP	PSP
'Sabretip'	'Kling-Kor'	Pointed
	Soft Point	Soft Point

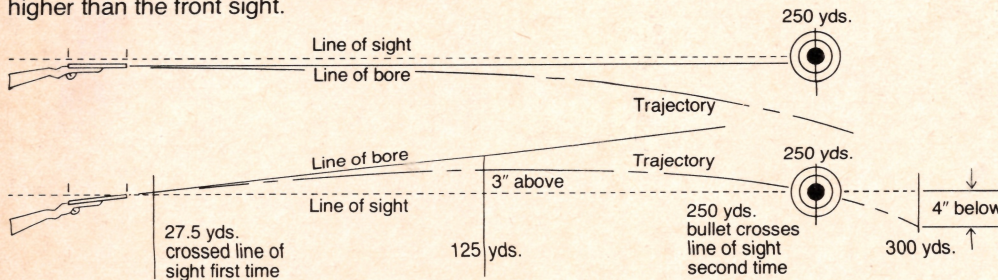
The bullet velocity, energy, trajectory, and range information shown was obtained with standard test equipment in ballistic laboratories, and from range firing using normal firearms and sights. Ammunition performance is influenced by weather conditions such as temperature, barometric pressure, wind velocity and direction, and by age, dimensions or other characteristics of individual firearms. Results obtained in the field may therefore differ.

Popular use chart

[illegible]

Sighting in your rifle

Bullets do not travel in a straight line but in a curve called the 'trajectory' of the bullet. As a consequence, the bullet begins to drop below the line of a horizontal bore as soon as it emerges from the muzzle. The muzzle then, must be pointed up slightly so the bullet will rise above the line of sight. This is accomplished by having the rear sight a little higher than the front sight.



Protect your hunting privilege

Ask the landowner for permission to hunt

A hunting licence doesn't automatically give the right to enter private property.

Leave behind nothing but your tracks

Inconsiderate use of someone else's property quickly makes all hunters undesirable visitors. Don't leave a trail of open gates, ammunition boxes and empty shells, lunch wrappers, or other trash.

Handle firearms properly, shoot with consideration Careful handling of firearms is one mark of a good hunter.

Be sure of your target

Avoid any chance of an accident, make certain you shoot at legal game only, know that the background is safe.

Care for your game properly

Clean, cool, and transport birds and animals properly to prevent spoilage, avoid unnecessary public display of dead game.

Leave some for tomorrow

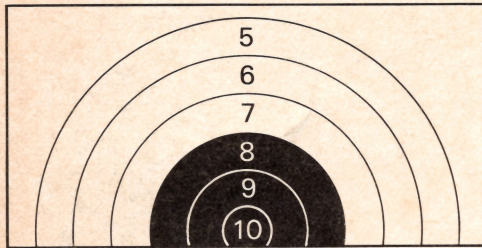
Take only what you can use, don't consider you have to shoot the limit every time.

Hunting is more than just shooting

Good companions, the challenge of the hunt, closeness to nature and wildlife, all help make hunting a special kind of recreation.

Do your part

Your actions in the field will affect the future of hunting. Be a credit to the sport, and set an example for your companions to follow.



Target practice pays

It's no secret that the most successful hunters are those who can shoot best and have developed skillful handling of their rifle or shotgun.

One sure way to develop expert shooting skills and to keep them sharp between hunting seasons is by regular target practice. Even a few pre-season shots at clay targets will help maintain familiarity with a shotgun and aid in bagging more game with fewer shells. Checking the sight setting of a big

game rifle not only ensures it will hit where aimed, but also provides an opportunity for actual use of the rifle under shooting conditions.

In addition to being a smart way for the experienced hunter to maintain skills, supervised target shooting can be used to advantage in training new hunters. It has a particular appeal that helps make lessons in gun care and handling interesting, as well as developing marksmanship.

IMPERIAL Ammunition operates the IMPERIAL Shooting Sports Program, which offers a series of qualification awards for 22 Sporting Rifle, Pistol, Skeet and Trap shooting. These awards are free, and targets for 22 Sporting Rifle are also supplied without charge to affiliated clubs. For information, write to:

IMPERIAL Shooting Sports Program
Howard House
Brownsburg, Que.
JOV 1A0



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